One Big Media Company

GOHIGHLEVEL SNAPSHOT · CHIROPRACTIC CLINICS

Chiropractic Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to chiropractic

Your buyer: An independent chiropractic clinic with one to four doctors, a busy front desk, and a steady flow of web, Facebook and Google leads. The clinic lives or dies on two things: getting new patients through the door for their first exam, and keeping existing patients on the care plan they agreed to.

Why they buy:

- Web and Facebook leads wait hours for a callback and book with the clinic down the street
- New-patient exams get booked but a frustrating number never show up
- Patients start a care plan, miss a visit or two and quietly disappear
- Hundreds of inactive patients sit in the EHR with no one reaching out to them
- The front desk is too busy checking people in to chase reviews, referrals and follow-ups

Suggested resale pricing

Setup fee	Monthly
$997-$1,997	$297-$697

Charge the higher end when you also run new-patient ads or handle missed-visit tagging for the front desk. Bundling the inactive-patient reactivation campaign into setup gives the clinic a fast, visible win.

Lead with the money clinics are already losing: unanswered leads, exam no-shows and patients who drop off mid-plan. Install the snapshot, run the inactive-patient reactivation campaign in week one for a fast visible win, then keep the clinic on retainer by managing ads, the missed-visit recovery tagging and monthly reporting on exams booked, show rate and reviews.

CLOSE

Pitch script

Doctor, quick question: when a new patient fills out your website form at 9 p.m., how long until someone gets back to them? For most clinics it's the next morning, and by then they've booked somewhere else. We install a system that texts every new lead within seconds, books them right into your new-patient exam calendar, and reminds them so fewer people no-show. It also covers what happens after the exam. If a care-plan patient misses a visit and doesn't rebook, it reaches out that day, kindly and without health details, and gets them back on the schedule. Then it asks happy patients for Google reviews and invites your inactive patients to come back. Your front desk doesn't have to remember any of it. We can have it live in about a week. Would it be worth 20 minutes to show you what it looks like with your clinic's name on it?

Cold email

Subject: New patients slipping through the cracks?

Hi Dr. [Name],

I help chiropractic clinics in [City] turn more web and Facebook leads into new-patient exams and keep patients on their care plans.

We set up a system that texts every new lead within seconds, sends exam reminders, and automatically follows up when a patient misses a visit and doesn't rebook. It also asks happy patients for Google reviews and invites inactive patients back.

No health details go out by text or email, and your front desk doesn't need to learn anything new.

Worth a 15-minute call next week to see it built for your clinic?

[Your name]
[Agency]

Cold SMS

Hi Dr. [Name], [Your name] here with [Agency]. We help chiro clinics in [City] book more new-patient exams and recover missed care-plan visits automatically. Open to a quick 15-min look this week?

Social DM

Hi Dr. [Name], love what you're building at [Clinic]. We set up automated new-patient follow-up and missed-visit recovery for chiro clinics. Happy to show you a 2-minute demo if you're curious.

DELIVER

Offers & onboarding

Offer ideas for the client

- New-patient consultation and exam at a set introductory price (with any disclosures your state requires)
- Year-end HSA/FSA scheduling push with itemized receipts
- Returning-patient re-exam at the new-patient rate for anyone inactive 6+ months
- Family or couples new-patient day where a spouse or family member books alongside the patient
- Workplace or community workshop on posture and ergonomics that feeds the new-patient calendar

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: First reply to every new lead within 5 minutes during office hours
- **New-patient exams booked**: Grow booked exams month over month from the same lead volume
- **Exam show rate**: Aim for 80% or more of booked new-patient exams showing up
- **Care plan acceptance**: Track the share of completed exams that move to Won and improve it each quarter
- **Missed-visit recovery**: Rebook the majority of patients who enter workflow 21
- **New Google reviews**: Earn several new 5-star reviews every month

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.